



Audit Bureau
of Circulations

Audit Report
Business Publication

PAID & QUALIFIED NON-PAID CIRCULATION

CANDY INDUSTRY

Troy, Michigan 48084-3333

FIELD SERVED: Confectionery.

TOTAL AVERAGE QUALIFIED PAID & NON-PAID CIRCULATION FOR 12 MONTHS ENDED DECEMBER 31, 2008:

TOTAL AVERAGE QUALIFIED PAID & NON-PAID CIRCULATION **6,680**

1A - AVERAGE QUALIFIED PAID CIRCULATION

Individual.....	92	
Association.....		
Sponsored Individually Addressed.....		
Multi-Copy Same Addressee, See Par. 11(a).....	3	
Single Copy Sales.....		
Total Average Qualified Paid Circulation		95

1B - AVERAGE QUALIFIED NON-PAID CIRCULATION

Individual.....	6,585	
Association.....		
Multi-Copy Same Addressee.....		
Total Average Qualified Non-Paid Circulation		6,585

1C - AVERAGE NON-QUALIFIED CIRCULATION

Non-Continuous Market Coverage Copies.....		
Allocated For Shows & Conventions.....		
Miscellaneous, Including Staff Copies, See Par. 11(b).....	1,099	
Total Average Non-Qualified Circulation		1,099

1D - AVERAGE QUALIFIED PAID & NON-PAID CIRCULATION OF REGIONAL AND DEMOGRAPHIC EDITIONS

None of record

AUDIT STATEMENT

There was no adjustment made in the average qualified paid circulation or in the average qualified non-paid circulation as shown in the Publisher's Statements for the period audited.

AVERAGE QUALIFIED PAID & NON-PAID CIRCULATION BY QUARTERS for the period covered by this report:

Calendar Quarter Ended	Total	Paid	Qualified Non-Paid
March 31, 2008	6,966	112	6,854
June 30, 2008	6,650	96	6,554
September 30, 2008	6,550	89	6,461
December 31, 2008	6,550	80	6,470

2 - QUALIFIED PAID & NON-PAID CIRCULATION BY ISSUES & QUALIFIED NON-PAID REMOVALS & ADDITIONS

2008 Issue	Total	Paid	Qualified Non-Paid	Qualified Non-Paid Removed	Qualified Non-Paid Added
Jan.	7,000	117	6,883	145	147
Feb.	7,000	110	6,890	32	39
Mar.	6,900	110	6,790	108	8
Apr.	6,850	98	6,752	41	3
May	6,550	96	6,454	299	1
June	6,550	94	6,456	18	20
July	6,550	91	6,459	61	64
Aug.	6,550	88	6,462	880	883
Sept.	6,550	88	6,462	451	451
Oct.	6,550	84	6,466	1,374	1,378
Nov.	6,550	79	6,471	154	159
Dec.	6,550	77	6,473	11	13
Total				3,574	3,166

3A - BUSINESS/OCCUPATIONAL ANALYSIS

The information in Paragraphs 3A, 3B, 3C and 4 is from an analysis of the November, 2008 issue in which:

Qualified paid circulation of this issue was 16.8% less than the period average.

Qualified non-paid circulation of this issue was 1.7% less than the period average.

Classification by Business & Industry	Total	%	Paid	Total Qualified Non-Paid	Qualified Non-Paid	Qualified Non-Paid Multi-Copy	Classification by Title						
							A	B	C	D	E	F	G
1. Confectionery Manufacturers	5,293	80.8	6	5,287	5,287		3,581	541	421	149	448	152	1
2. Confectionery Wholesalers, Jobbers, Importers, Brokers, Distributors and Repackagers.....	752	11.5	1	751	751		526	36	27	11	98	54	
3. Manufacturers/Suppliers of Equipment, Ingredients, Packaging Materials and Supplies	434	6.6	1	433	433		157	33	47	27	157	12	1
4. Other Confectionery products not classified above and others allied to the confectionery industry.....	71	1.1	71				2				1		68
Other Paid Circulation													
Subscriptions.....													
Single Copy Sales.....													
Total Qualified Circulation	6,550	100.0	79	6,471	6,471		4,266	610	495	187	704	218	70

Key to Classification by Title:

- A. General Management/Administration (President, Owner, Partner, Vice President, General Manager, Assistant Manager, Chairman, Secretary, Treasurer)
- B. Plant Operations/Production (Plant Manager, Production Manager, Traffic Manager, Packaging Supervisor, Maintenance Manager, Distribution Manager, Manufacturing Supervisor)
- C. Research & Development (Technologist, Chemist, Scientist, Research Technologist, Group Project & Research Specialist, QA/QC/IT Director/ Manager)
- D. Engineering (Chief/Project/Design/System Engineer)
- E. Sales/Marketing (Brand/Advertising Director/Manager/Assistant, VP Sales, Merchandiser)
- F. Purchasing (Purchasing Director, Supervisor, Agent, Buyer)
- G. Other Titled and Non-Titled Personnel

Classifications have been verified by information obtained from letterheads, questionnaires, etc.

3B - AGE OF SOURCE DATA ANALYSIS

Source	Qualified Within			Total	%
	1 Year	2 Years	3 Years		
Qualified Non-Paid Circulation:					
Total Direct request from recipient:	4,213	1,105		5,318	82.2
Written	482	137		619	9.5
Telecommunication	2,362	800		3,162	48.9
Internet and E-mail	1,369	168		1,537	23.8
Total Direct request from recipient's company:	149			149	2.3
Written	6			6	0.1
Telecommunication	8			8	0.1
Internet and E-mail	135			135	2.1
Total Communication other than request:	284			284	4.4
Written	4			4	0.1
Telecommunication	225			225	3.5
Internet and E-mail	55			55	0.8
Association					
Business Directories, See Par. 11(c)	720			720	11.1
Lists					
Acquired Circulation					
Other Sources					
Total Qualified Non-Paid Circulation	5,366	1,105		6,471	100.0
Percent	82.9	17.1		100.0	
Paid Subscription Circulation				79	
Paid Acquired Circulation					
Single Copy Sales					
Total Qualified Circulation				6,550	

3C - MAILING ADDRESS ANALYSIS

	Total	%	Paid	Qualified Non-Paid
Individual by name and title and/or occupation	6,477	98.9	10	6,467
Individual by name only	21	0.3	19	2
Title or occupation only	4	0.1	2	2
Company name only	45	0.7	45	
Multi-Copy Same Addressee	3	0.0	3	
Total Qualified Paid Subscription & Non-Paid Circulation	6,550	100.0	79	6,471
Single Copy Sales				
Total Qualified Circulation	6,550			

4 - GEOGRAPHIC ANALYSIS See Par. 11(d)

State & ZIP Code	Total	%	Paid	Qualified Non-Paid
New England				
ME 039-049.....	11			11
NH 030-038.....	24			24
VT 050-059.....	31			31
MA 010-027.....	116		3	113
RI 028-029.....	16			16
CT 060-069.....	46			46
New England	244	3.7	3	241
Middle Atlantic				
NY 100-149.....	302		7	295
NJ 070-089.....	233		5	228
PA 150-196.....	502		10	492
Middle Atlantic	1,037	15.8	22	1,015
East N. Central				
OH 430-459.....	210		3	207
IN 460-479.....	90			90
IL 600-629.....	419		6	413
MI 480-499.....	124		2	122
WI 530-549.....	169			169
East N. Central	1,012	15.5	11	1,001
West N. Central				
MN 550-567.....	111		4	107
IA 500-528.....	34			34
MO 630-658.....	110			110
ND 580-588.....	15			15
SD 570-577.....	11			11
NE 680-693.....	15		1	14
KS 660-679.....	32			32
West N. Central	328	5.0	5	323
South Atlantic				
DE 197-199.....	5			5
MD 206-219.....	49		1	48
DC 200, 202-205.....	4		1	3
VA 201, 220-246.....	60			60
WV 247-268.....	15			15
NC 270-289.....	78		1	77
SC 290-299.....	28			28
GA 300-319.....	97			97
FL 320-349.....	184		1	183
South Atlantic	520	7.9	4	516

State & ZIP Code	Total	%	Paid	Qualified Non-Paid
East S. Central				
KY 400-427.....	42		1	41
TN 370-385.....	86			86
AL 350-369.....	34			34
MS 386-397.....	7			7
East S. Central	169	2.6	1	168
West S. Central				
AR 716-729.....	22			22
LA 700-714.....	39		2	37
OK 730-749.....	19			19
TX 750-799.....	193		1	192
West S. Central	273	4.2	3	270
Mountain				
MT 590-599.....	19			19
ID 832-838.....	25			25
WY 820-831.....	4			4
CO 800-816.....	78		1	77
NM 870-884.....	22			22
AZ 850-865.....	26			26
UT 840-847.....	57			57
NV 889-898.....	23			23
Mountain	254	3.9	1	253
Pacific				
AK 995-999.....	7			7
WA 980-994.....	94		1	93
OR 970-979.....	77		1	76
CA 900-961.....	521		3	518
HI 967-968.....	36			36
Pacific	735	11.2	5	730
Single Copy Sales.....				
U.S. Unclassified.....				
United States	4,572	69.8	55	4,517
Poss. & Other Areas				
004-009, 969.....	8	0.1		8
U.S. & Poss., etc.	4,580	69.9	55	4,525
Canada.....	228	3.5	3	225
Mexico.....	17	0.3		17
Military or Civilian Personnel Overseas..				
Other International	1,725	26.3	21	1,704
Total International	1,970	30.1	24	1,946
E-Mail Address Only ...				
Other Unclassified.....				
Grand Total	6,550	100.0	79	6,471

**ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS SOLD
DURING THE 12 MONTH PERIOD ENDED DECEMBER 31, 2008**

5 - PRICE DATA See Par. 11(e)

Basic Prices: Subscriptions: U.S., 1 yr. \$104.00. Canada, 1 yr. \$137.00 (including GST and postage).
 International, 1 yr. \$154.00 (Air Mail)
 Single Copy: \$17.00
 Sales include Premium Values
 Basic & higher than basic:
 75% - 99% of basic:
 50% - 74% of basic:
 25% - 49% of basic:
 Less than 25% of basic:
Total Optional and not required

6 - TERM DATA

Three years or more.
 Two years or more but less than three.
 One year or more but less than two.
 Less than one year.
Total Optional and not required

7 - SALES CHANNELS

Ordered by mail and/or directly requested by subscriber.
 Ordered through salespeople:
 Catalog agencies and individual agents.
 Publisher's own and other publisher's salespeople
 Independent agencies' salespeople
 Association memberships
 All other channels
Total Optional and not required

8 - PREMIUM USAGE

Ordered without premium.
 Ordered with material reprinted from this publication.
 Ordered with other premiums.
Total Optional and not required

ADDITIONAL CIRCULATION INFORMATION

9 - POST EXPIRATION COPIES INCLUDED IN PAID CIRCULATION:

Optional and not required

10 - RENEWAL ANALYSIS OF PAID SUBSCRIPTIONS:

Optional and not required

11 - EXPLANATORY:

This is an independent publication not directly related to or affiliated with any association.

(a) Multi-Copy Same Addressee subscriptions, averaging 3 copies per issue, represent copies sold in quantities of 2 to 3 to business concerns at 1 yr. \$90.00 and \$179.13. Copies were mailed in bulk to the purchaser for redistribution.

(b) Miscellaneous includes checking and promotion copies, averaging 408 copies per issue, served to advertisers and agencies.

(c) Business Directories represent copies served to subscribers obtained from CanScan, Dun & Bradstreet, European Kompass, FoodScan, Info USA and Scotts directories.

(d) Countries that equal or exceed 5% of the total circulation:

United Kingdom 455

(e) Authorized prices with 5% or more of total subscription sales:

Optional and not required

DEFINITION OF RECIPIENT QUALIFICATION:

Qualified recipients are: confectionery manufacturing/processing personnel in management, engineering, production, research and development, sales, purchasing and other personnel in the field served. Also qualified are jobbers, importers, brokers, distributors, suppliers and manufacturers of ingredients, equipment and packaging suppliers, candy repackers, and others allied to the field.

To Members of the Audit Bureau of Circulations:

We have examined the circulation records and other data presented by this publication for the period covered by this report. Our examination was made in accordance with the Bureau's Bylaws and Rules, and included such tests and other audit procedures as we considered necessary under the circumstances.

In our opinion, the total average qualified paid and non-paid circulation for the period shown is fairly stated in this report, and the other data contained in this report are fairly stated in all respects material to average paid and qualified non-paid circulation.

Audit Bureau of Circulations

06-0270-0
Member Number

Candy Industry, Troy, MI, Page #6 - #219824 - 274 - 130

March, 2009

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06-0270-0	Analyzed Issue Date	11/01/08
	Analyzed Issue Text (for double month issue date)	
	Single Copy Price	17.00
	Association Subscription Price	
	U.S. Subscription Price	104.00
	Canadian Subscription Price	137.00
	International Subscription Price	154.00